

Sanford Rose Associates[®]

Ownership & Investment Opportunity

Finding People Who Make a Difference[®]



Sanford Rose Associates[®]
EXECUTIVE SEARCH

History of Excellence

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Sanford Rose Associates®	Founded in 1959
Headquarters	Akron, Ohio
First franchise licensing	1970
Typical franchise ownership	Single unit ownership
Locations	65+ offices worldwide

Finding People Who Make a Difference®



Sanford Rose Associates® Network Design

Exclusive “boutique” network ensures a high level of professionalism, performance and service that can best meet client expectations.



Our Mission

“To create successful Owners of executive search offices by providing expertise, support and resources, enabling them to deliver superior service to the global hiring community”



Sanford Rose Associates Business Model

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- Each SRA office specializes in a particular industry or occupation
- The professionals in each practice are experts in that field, with a proven record of success



Finding People Who Make a Difference®



Sanford Rose Associates Business Model

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With nearly 50 years of continuous, successful operation, SRA is a recognized leader in executive search and franchising, with a commitment to service, quality and integrity



Finding People Who Make a Difference®



Sanford Rose Associates Business Model

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“Finding people who make a difference[®]” is more than our slogan

At SRA, we are able to identify and carefully court the top people for each position by focusing on our exclusive relationships with the companies we serve



Finding People Who Make a Difference[®]



Sanford Rose Associates Franchise Appeal

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Relatively low capital investment and high potential return

Potentially less than \$100K total start-up costs

Unlimited earning potential

Worldwide reach

Thousands of target market opportunities

Professional clientele with personal business network advantages

Portable business

Quality of life advantages

Finding People Who Make a Difference[®]



Joining the best

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- SRA franchises appeal to professionals who believe that hard work and motivation pay off
- Ownership of an executive search franchise allows you to retain your corporate skills and contacts
- Our typical search professional enters executive search after developing a solid record of achievement as a corporate manager, executive or entrepreneur
- Prospective Owners have strong interpersonal communications skills and the ability to engender trust

Sanford Rose Associates Owner Profile

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- Desired background and attributes
 - Ability to communicate effectively
 - Results-oriented with strong leadership skills
 - Skilled at successful sales calls—define goals, target prospects, make a good first impression, remain resilient
 - Years of experience in a specialized industry is helpful
 - Extensive list of contacts and former associates is advantageous
 - One who is respected and engenders trust



Sanford Rose Associates Owner Investment Summary

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- Financial Commitment
 - Franchise Fee: \$49,900
 - New Owner Start-Up Package (Hardware and Software): \$8,500
 - Total Investment for first six months year: \$10,575 – 107,700
 - Advertising Fee: 0.5%
 - Minimum Net Worth: \$225,000



New Owner Training

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- Entrepreneur Express™ Rapid Start-Up Program immediately upon signing franchise agreement—commitment to help in building new Owner's business
- Intense training at SRA Headquarters by industry experts (13 days)
- Extensive field training in new Owner's office (1.5 days)
- Continual education and training throughout each year; free training for employees



Owner Functions

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- Develop a business plan
- Set up office and establish infrastructure
- Learn, understand and follow our proprietary processes as well as our proven technologies/tools
- Develop quality relationships and obtain search assignments from Client companies
- Execute search assignments by “finding people who make a difference[®]” and creating “win/win/win” relationships
- Manage ongoing Client relationships
- Hire, manage and mentor new employees/contractors

The Sanford Rose Associates Advantage

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Highly efficient expertise and approach to the recruiting industry.

SRA provides:

- Occupational and industry expertise
- EntrepreneurExpress™ Rapid Start-Up Program
- SRA's proprietary Dimensional Search® process
- Personalized training and ongoing support
- Continual advanced recruiting, marketing and sales training
- IT support
- STAR – Owner Network Program
- Numerous group purchasing programs
- Access to Global Search, a shared candidate database
- Website design and posting assistance
- Max-Hire® – database program licenses and training
- Industry brand recognition (i.e. logos, stationary)
- Phone system, voice mail and back-up system options
- Office and equipment support
- E-mail addresses
- NAPS membership

Finding People Who Make a Difference®



Franchise Identity and Reach

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- Each office has a unique identity, based on an Owner's office location (i.e. Sanford Rose Associates – Akron)
- An Owner receives one office and office name per franchise fee
- Typically a minimum population base of 250,000
- Owners can do business or recruit anywhere in the world, with unrestricted reach
- SRAI must approve office moves (1-year minimum requirement)
- SRAI will facilitate franchise re-sales

Sanford Rose Associates Office Structure

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- Average number of employees: ~3 (range 0-20)
- Employee roles/positions:
 - **Consultants**
 - » *Generate new business, oversee search engagement, manage client relationships*
 - **Recruiters**
 - » *Execute searches by identifying, contacting and recruiting candidates*
 - **Researchers**
 - » *Identify potential candidates via the Internet, databases, other tools*
 - **Administrative**
 - » *Answer phones, handle A/R, payroll, travel, logistics, other tasks*

Entrepreneur Express™

Rapid Start-Up Program

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Sanford Rose Associates®
EXECUTIVE SEARCH

Sanford Rose Associates Purpose and Goal

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EntrepreneurExpress™

- Help new Owners to generate income as quickly as possible
- New Owners complete training with 1+ client search assignments
- Seamless transition from training to practice



Pre-Training Preparation

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- Search specialization
- Business plan development
- Operational structure
- Phone system and installation support
- Initial demo and training on MaxHire[®], Hoovers and Monster.com and others
- Office selection and operations
- Mapping your network
- Client prospecting planning
- Software loaded computer systems
- Licensing and incorporation guidance

New Owner Development Process

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Franchise Locations

Franchise	State	Open
Fairhope	AL	1998
Montgomery	AL	2007
Carlsbad	CA	2001
Corona	CA	2002
Del Mar	CA	2001
East Bay	CA	2006
Golden Gate	CA	2007
Rancho Bernardo	CA	2003
San Francisco	CA	1999
Sierra	CA	2006
Silicon Valley	CA	2005
Temecula	CA	1993
Valencia	CA	2007
Clearwater	FL	1995
Fort Lauderdale	FL	2006
MetroWest	FL	2007
Orlando	FL	2000
Pensacola	FL	1998
Vero Beach	FL	2006
Alpharetta	GA	2006
Athens	GA	1986
Norcross	GA	1990
Crystal Lake	IL	1999

Franchise	State	Open
Effingham	IL	1986
Rockford	IL	1992
Carmel	IN	1997
Wichita	KS	2007
Bardstown	KY	2006
Louisville East	KY	2001
Northern Kentucky	KY	2001
Paducah	KY	2005
Portland Maine	ME	2002
Annapolis	MD	2001
Andover	MA	2005
Boston South Shore	MA	1996
Howell	MI	2007
Traverse City	MI	1999
Florissant	MO	1997
Wayne	NJ	2002
Amherst	NY	1997
Hauppauge	NY	2007
Long Island	NY	2005
Greensboro	NC	2003
Huntersville	NC	2006
Summerfield	NC	2007
Winston-Salem	NC	2006

Franchise	State	Open
Akron	OH	1959
Cincinnati East	OH	2000
Cincinnati South	OH	2000
Cleveland East	OH	2004
Columbus North	OH	1993
Fallen Timbers	OH	2007
Fairlawn	OH	1997
Hudson	OH	2000
Beaverton	OR	2005
Portland	OR	1985
Philadelphia North	PA	2004
Charleston	SC	2005
Mount Pleasant	SC	2006
Santee	SC	2001
Cordova	TN	2007
Franklin	TN	2007
Middle Tennessee	TN	2003
Nashville	TN	1998
Amarillo	TX	2006
Madison	WI	2004
Singapore		1997
Spain		2004

Building Your Business

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- Our executive search franchise offers a combination of low capital investment, high return on investment potential, strong customer demand and utmost professionalism

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